

ADV #	ADV. NAME	FOLI/B	OBAMA/D/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREER, MARGOLIS, MITCHELL		BUYER NAME	KATIE KEULEMAN	
		3050 K ST NW,		SALES PRSN	WA- MEGHAN MCGARR (H)	
		WASHINGTON, DC 20007				
ORDER #		CONTRACT # 6312947		CLASS: NATL.	LOCAL	REGIONAL
PRDCT	OBAMA FOR AMERICA	EST#1768	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	SEP13/12	SEP17/12	WK-1			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE	SEP18/12	15.19

REP: CREDIT  
 SPOTS CANCELED ON LN'S 5 AND 25  
 NEW TTL \$37,720  
 \$ MOVED TO HDLN #6318737  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5	S		200P-300P	30		\$250.00	9/13	9/14	1		TH-F	1
AGENCY ADVERTISER CODE = 95      AGENCY EST# = 1768 AGENCY PRODUCT CODE = 101												
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												

9/19/11 #44 (3)

REP HEADLINE# 6312947 TRF# E:120912  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP18/12 15.19  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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25	S		630P-700P	30		\$5,000.00	9/16	9/16	0		SUN	0
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PROGRAM : NBC NEWS  
 CON COM1 : NBC NEWS

SEP/12 37720.00

CONTRACT TOTAL 37720.00  
 TOTAL SPOTS 46

MARKET TOTALS \$85,575 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%

SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 774 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	37720	Campaign Ref:	E:120912024
Buyer:	..	Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots	1	1	650
2	M-F 11a Daytime ...TF..	03	160	30 Comme	Nbr of Spots	2	2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots	2	2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots	2	2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots	1	1	250
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots	2	2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots	2	2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots	2	2	300
9	M-F 5p News ...TF..	03	900	30 Comme	Nbr of Spots	2	2	1800
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Local

**Greer Margolis Mitchell**  
 1010 Wisconsin Ave  
 Suite 800  
 Washington DC 20007

**Barack Obama/ D/ President**  
 Submission Number 774 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 37720	<b>Campaign Ref:</b> E:120912024
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1768	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/10/12 to 09/23/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06312947
<b>Est/PO Number:</b> 06312947	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	Nbr of Spots 2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	Nbr of Spots 2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	Nbr of Spots 2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	Nbr of Spots 2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	Nbr of Spots 2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	Nbr of Spots 2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	Nbr of Spots 2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	Nbr of Spots 2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	Nbr of Spots 2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots 1		1	3000
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1		1	3600
21	Sat 6p News	03	700	30	Nbr of Spots 1		1	700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					43	3	46	
<b>Closed PR</b>					2		2	

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Barack Obama/ D/ President  
Submission Number 774 Issue 1



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Buyer:		Client/Product/Estimate:	95 / 101 / 1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
22	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	1		1	650
23	Sat 9a News .....S.	03	300	30 Comme	2		2	600
24	Sun 6p News .....S	03	750	30 Comme	1		1	750
25	Sun 630p ET / 530p CT NBC Nightly News .....S	01		30 Comme				
26	Sun 8a Today Show .....S	03	500	30 Comme	1		1	500
27	M-Su 11p News ..TF..	03	1250	30 Comme	2		2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme	1		1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	1		1	2000
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	M-F 2p Rachael Ray	:30 Commercial	09/10/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120912024
25	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/10/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120912024

Local

Grand Totals

Totals		Month 9 Weeks: 5		09/17
Spots	46		43	3
Cost	37720		31920	5800

Grand Totals:

Spots:	46
Gross Total:	37,720.00
Commission:	5,658.00
Net Total:	32,062.00

REP HEADLINE# 6312947  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
SEP12/12 13.40  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,  
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #  
BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6312947

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1768 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP13/12 SEP17/12 WK-1

E: 120912024

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP12/12 13.40

REP: NEW ORDER  
TTL \$42,970 @48X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95  
AGENCY PRODUCT CODE = 101  
AGENCY EST# = 1768

1 1135P-1237A 30 \$650.00 9/13 9/14 1 TH-F 1

PROGRAM : THE TONIGHT SHOW  
CON COM1 : THE TONIGHT SHOW

9/13/12 FFC (S)

SEP 12/12 13.40  
WETA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$160.00	9/13	9/14	2		TH-F	2
3			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$200.00	9/13	9/14	2		TH-F	2
4			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/13	9/14	2		TH-F	2
5			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/13	9/14	2		TH-F	2
6			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/13	9/14	2		TH-F	2
7			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	9/13	9/14	2		TH-F	2
8			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$150.00	9/13	9/14	2		TH-F	2
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	9/13	9/14	2		TH-F	2
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$250.00	9/13	9/14	2		TH-F	2



SEP 12/12 13.40  
WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1 : NEWS CHANNEL 8 530P	30		\$900.00	9/13	9/14	2		TH-F	2
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$1,200.00	9/13	9/14	2		TH-F	2
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$700.00	9/13	9/14	2		TH-F	2
14			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$2,000.00	9/13	9/14	2		TH-F	2
15			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1 : NEWSCHANNEL 8	30		\$1,000.00	9/13	9/14	2		TH-F	2
16			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$900.00	9/13	9/14	2		TH-F	2
17			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$1,000.00	9/13	9/14	2		TH-F	2
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$550.00	9/13	9/14	2		TH-F	2
19			1000P-1100P PROGRAM : DATELINE CON COM1 : DATELINE	30		\$3,000.00	9/14	9/14	1		FRI	1

REP HEADLINE# 6312947  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP

SEP12/12 13.40  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			1000P-1100P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$3,600.00	9/17	9/17	1		MON	1
21			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/15	9/15	1		SAT	1
22			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	9/15	9/15	1		SAT	1
23			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/15	9/15	2		SAT	2
24			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	9/16	9/16	1		SUN	1
25			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	9/16	9/16	1		SUN	1
26			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$500.00	9/16	9/16	1		SUN	1
27			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/13	9/14	2		TH-F	2
28			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/17	9/17	1		MON	1

REP HEADLINE# 6312947  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP12/12 13.40  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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29			630P-700P	30		\$2,000.00	9/17	9/17	1		MON	1
PROGRAM : NBC NEWS CON COM1: NBC NEWS												

SEP/12 42970.00

CONTRACT TOTAL 42970.00  
 TOTAL SPOTS 48

MARKET TOTALS \$85,575 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 765 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots	1		1	650
2	M-F 11a Daytime ...TF..	03	160	30 Comme	Nbr of Spots	2		2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots	2		2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots	2		2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots	2		2	500
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots	2		2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots	2		2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots	2		2	300
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	2		2	1800
Weekly Totals: Total Spots(Ord Spots)						45	3	48	

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1010 Wisconsin Ave  
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Barack Obama/ D/ President  
Submission Number 765 Issue 1



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Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95/101/1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	1		1	3000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

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Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
21	Sat 6p News .....S.	03	700	30 Comme	1		1	700
22	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	1		1	650
23	Sat 9a News .....S.	03	300	30 Comme	2		2	600
24	Sun 6p News .....S.	03	750	30 Comme	1		1	750
25	Sun 630p ET / 530p CT NBC Nightly News .....S.	01	5000	30 Comme	1		1	5000
26	Sun 8a Today Show .....S.	03	500	30 Comme	1		1	500
27	M-Su 11p News ..TF..	03	1250	30 Comme	2		2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme	1		1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	1		1	2000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Grand Totals

Totals		Month 9 Weeks: 5	
		09/10	09/17
Spots	48		45
Cost	42970		37170
			5600

Grand Totals:

Spots:	48
Gross Total:	42,970.00
Commission:	6,445.50
Net Total:	36,524.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Barack Obama/ D/ President  
PROD: Obama For America

2012  
INVOICE DATE 09/30/12 E:120912024  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032689  
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/30/12  
SCHEDULE DATES 9/10/12- 9/23/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1768  
Desc: 06312947

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh	650.00	1	1	9/14	FR	12:30A	30 DFA12PO92 :30 Commercial	650.00		
M-F 11a Daytime	160.00	2	2	9/13	TH	11:46A	30 DFA12G104 :30 Commercial	160.00		
				9/14	FR	11:56A	30 DFA12G104 :30 Commercial	160.00		
M-F 1237a ET / 1137p CT Late N	200.00	3	2	9/13	TH	12:58A	30 DFA12G104 :30 Commercial	200.00		
				9/14	FR	01:12A	30 DFA12G104 :30 Commercial	200.00		
M-F 12p Today Show III	200.00	4	2	9/13	TH	12:29P	30 DFA12PO92 :30 Commercial	200.00		
				9/14	FR	12:27P	30 DFA12PO92 :30 Commercial	200.00		
M-F 2p Rachael Ray	250.00	5	2	9/13	TH	02:22P	30 DFA12PO92 :30 Commercial	250.00		
				9/14	FR		30	.00	Preempt S	250.00-
									pecial N	
									ews Rpt	
M-F 3p Doctors	450.00	6	2	9/13	TH	03:30P	30 DFA12G104 :30 Commercial	450.00		
				9/14	FR	03:34P	30 DFA12PO92 :30 Commercial	450.00		
M-F 4p Dr Oz	600.00	7	2	9/13	TH	04:40P	30 DFA12G104 :30 Commercial	600.00		
				9/14	FR	04:57P	30 DFA12G104 :30 Commercial	600.00		
M-F 5a News	150.00	8	2	9/13	TH	05:23A	30 DFA12PO92 :30 Commercial	150.00		
				9/14	FR	05:20A	30 DFA12PO92 :30 Commercial	150.00		
M-F 5p News	900.00	9	2	9/13	TH	05:14P	30 DFA12G104 :30 Commercial	900.00		
				9/14	FR	05:23P	30 DFA12PO92 :30 Commercial	900.00		

\*\*\* Continued \*\*\*

PERIOD COST	42,970.00	46 Total Units	ACTUAL GROSS BILLING	37,720.00	Debits	.00
			AGENCY COMMISSION	5,658.00	Credits	5,250.00-
			NET DUE	32,062.00	SUB-TOTALS	5,250.00CR
					TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Barack Obama/ D/ President  
PRODUCT: Obama For America

INVOICE NUMBER 0100032689  
BROADCAST MONTH 08/27/2012 - 09/30/12  
AMOUNT DUE 32,062.00

REMIT TO:

\*00215

000038634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Barack Obama/ D/ President  
PROD: Obama For America

2012  
INVOICE DATE 09/30/12 E:120912024  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032689  
PAGE BROADCAST MONTH 2 08/27/2012 - 09/3  
SCHEDULE DATES 9/10/12- 9/23/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1768  
Desc: 06312947

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 530a News	250.00	10 2	9/13 TH		05:53A	30	OFA12G104	250.00
			9/14 FR		05:40A	30	OFA12G104	250.00
M-F 530p News	900.00	11 2	9/13 TH		05:40P	30	OFA12PO92	900.00
			9/14 FR		05:39P	30	OFA12G104	900.00
M-F 6p News	1200.00	12 2	9/13 TH		06:22P	30	OFA12PO92	1200.00
			9/14 FR		06:28P	30	OFA12PO92	1200.00
M-F 6a News	700.00	13 2	9/13 TH		06:22A	30	OFA12PO92	700.00
			9/14 FR		06:53A	30	OFA12PO92	700.00
M-F 630p ET / 530p CT NBC Night	2000.00	14 2	9/13 TH		07:00P	30	OFA12PO92	2000.00
			9/14 FR		07:00P	30	OFA12G104	2000.00
M-F 7p News	1000.00	15 2	9/13 TH		07:12P	30	OFA12G104	1000.00
			9/14 FR		07:25P	30	OFA12PO92	1000.00
M-F 7a Today Show	900.00	16 2	9/13 TH		07:28A	30	OFA12PO92	900.00
			9/14 FR		07:29A	30	OFA12G104	900.00
M-F 730p Entertainment Tonight	1000.00	17 2	9/13 TH		07:45P	30	OFA12PO92	1000.00
			9/14 FR		07:59P	30	OFA12G104	1000.00
M-F 9a Today Show II	550.00	18 2	9/13 TH		09:57A	30	OFA12PO92	550.00
			9/14 FR		09:29A	30	OFA12PO92	550.00
Fri 10p ET / 9p CT Dateline NB	3000.00	19 1	9/14 FR		10:32P	30	OFA12PO92	3000.00
Mon 10p ET / 9p CT Revolution	3600.00	20 1	9/17 MO		10:29P	30	OFA12PO92	3600.00
Sat 6p News	700.00	21 1	9/15 SA		06:27P	30	OFA12G104	700.00
Sat 7p Entertainment Tonight	650.00	22 1	9/15 SA		07:35P	30	OFA12G104	650.00
Sat 9a News	300.00	23 2	9/15 SA		09:09A	30	OFA12G104	300.00
			9/15 SA		09:28A	30	OFA12PO92	300.00
Sun 6p News	750.00	24 1	9/16 SU		05:59P	30	OFA12Z118	750.00
Sun 630p ET / 530p CT NBC Night	5000.00	25 1	9/16 SU			30		.00
Sun 8a Today Show	500.00	26 1	9/16 SU		08:46A	30	OFA12PO92	500.00
M-Su 11p News								

\*\*\* Continued \*\*\*

Preempt 5000.00-  
Advertiser  
Request

PERIOD COST	42,970.00	46 Total Units	ACTUAL GROSS BILLING	37,720.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	5,658.00	TOTAL RECONCILING	Credits	5,250.00-
			NET DUE	32,062.00			5,250.00CR

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ADV: Barack Obama/ D/ President  
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2012  
INVOICE DATE 09/30/12 E:120912024  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032689  
PAGE 3 BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 9/10/12- 9/23/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1768  
Desc: 06312947

SCHEDULE			ACTUAL BROADCAST					RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
	1250.00	27 2	9/13 TH		11:30P	30	OFA12PO92	1250.00	
			9/14 FR		11:33P	30	OFA12G104	1250.00	
M-F 12p Today Show III					*WFLA		:30 Commercial		
	200.00	28 1	9/17 MO		12:51P	30	OFA12PO92	200.00	
M-F 630p ET / 530p CT NBC Nigh					*WFLA		:30 Commercial		
	2000.00	29 1	9/17 MO		06:59P	30	OFA12Z118	2000.00	
Total Airtime Gross Spot Revenue:						37,720.00			

PERIOD COST	42,970.00	46 Total Units			
		ACTUAL GROSS BILLING	37,720.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	5,658.00		Credits 5,250.00-
		NET DUE	32,062.00	TOTAL RECONCILING	5,250.00CR

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